Kanawha Valley BUSINESS Spotlight

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Casto Tile & Marble: A Craftsman to Outlast the Ages!

By Rachel E. Bledsoe

There has been no other substance to withstand the test of time like marble. Its durability combined with its many color variations was used by the Ancient Greeks and Romans and many of their structures still stand today. Nothing can ever substitute for a solid best.

A solid best is exactly what residents have been offered for seventeen years with Casto Tile and Marble. Opened by West Virginia resident and Charleston native, Bob Casto, along with his wife in 1994. This wasn't Bob's first venture into the flooring, tile and marble business. In 1975, he began work with Charleston Tile and Marble and stayed there until he opened Casto Tile and Marble.

Now the family owned business has grown to include Bob and Judy's son and daughter. Robert Casto Jr. has been with Casto Tile and Marble since his graduation from High School when they opened the business. The Casto's daughter, Misty White, is a vital part of their day to day operations as she assists customers in selecting their flooring, countertops and back splashes.

No matter what in a customer's home needs modernized and updated, the friendly sales staff at Casto Tile and Marble will be able to make it happen. Flooring options consist of name brands such as Florida Tile, Marazzi, Crossville and Chelsea Plank Flooring. Their Elements brand feature tile made from ceramic, stone, glass and metal. Another popular leading name is their Down to Earth Metropolitan Ceramics.

Casto Tile and Marble would not be who they are if they didn't have the widest selection of marble, granite and slate options.

"We have one of the largest marble and granite selection in the area with over 150 color choices available," he said.

It is the craftsmanship that has customers returning year after year to have their homes outfitted with Casto's work. This is because Casto mixes modern technology with the tried and true methods of the past.

"I have over 40 years experience in this industry. I use a 1947 saw still today. I love it. It is a strong saw that allows us to still do things the way they used to be done; with pride. With the new machines, much of the work just looks artificial," he said.

Not only does Casto offer his reliable standard in flooring and countertop options but with his new location he has expanded the Casto name. Now residents can not only find the best in marble, granite and tile but Casto's now has antiques and concrete statues available along with cement pottery.

"Now I have antiques and am into concrete statues and pottery. I make them from molds. The building used to be Pottery Plus so at first I went out and bought statues. Then people started to stop and are buying them, I now have an order for 11 tables, so I think it will be really good for us to offer this too," he said.

Casto Tile and Marble has the distinction with being the oldest in the Valley. They welcome every resident to their new location at 728 1st Avenue South in Nitro, West Virginia. On June 2nd they will be hosting their Grand Re-Opening where refreshments, giveaways and door prizes will be available.

A live radio broadcast will be on hand from 10 a.m. till 12 p.m. on this day. Casto will feature a big giveaway where one lucky customer will win a free remnant granite vanity top which will be cut and installed for free. Casto Tile and Marble will have extended business hours to give everyone the opportunity to stop in at their new location.

Casto Tile and Marble offers free estimates and is open Monday through Friday from 8 a.m. till 5 p.m. and on Saturday from 10 a.m. to 3 p.m. After hour appointments are available. To inquire about Casto Tile and Marble many options for flooring, countertops and backsplashes along with their newly added antiques and concrete statues,

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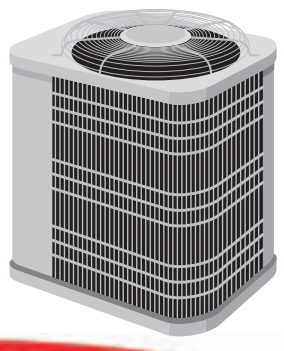
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